



THE SUCCESS OF INTERNAL MARKETING AT
BORNEO ECO TOURS, SABAH

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ABSTRACT

The purpose of this project paper is to study the successful internal marketing at Borneo Eco Tours, Sabah. The researcher is focusing on the training and development, senior leadership, employee's recognition and internal communication.

The target respondents of this study are the employees at Borneo Eco Tours Kota Kinabalu (BET KK), Borneo Eco Tours Sandakan (BET SDK) and Sukau Rainforest Lodge Kinabatangan. Questionnaire distributed via online. Researcher analysed the data by using the Statistical Package for the Social Sciences (SPSS) Software.